

## CONTRACT



**WOIO**  
1717 East 12th Street  
Cleveland, OH 44114  
(216) 771-1943

<b>Contract / Revision</b> 808241 /		<b>Alt Order #</b>
<b>Product</b> OH US SEN JOSH MANDEL AUG13-AUG20		
<b>Contract Dates</b> 08/14/12 - 08/20/12		<b>Estimate #</b> 2602
<b>Advertiser</b> Mandel, J/US Senate/R		<b>Original Date / Revision</b> 08/13/12 / 08/13/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b> Cash In Advance		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Strategic Media Placement.**  
7669 Stagers Loop  
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	08/15/12	08/17/12	Action News at 6a	6-7a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W-F--				2	\$125.00			
N 2	WOIO	08/16/12	08/16/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	---T---				1	\$525.00			
N 3	WOIO	08/20/12	08/20/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	M-----				1	\$525.00			
N 4	WOIO	08/17/12	08/17/12	CBS Soaps	1230-2p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	----F--				1	\$600.00			
N 5	WOIO	08/14/12	08/14/12	Action News at 4p	4-5p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-T-----				1	\$450.00			
N 6	WOIO	08/17/12	08/17/12	Action News at 5p	5-6p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	----F--				1	\$500.00			
N 7	WOIO	08/20/12	08/20/12	Action News at 5p	5-6p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	M-----				1	\$500.00			
N 8	WOIO	08/15/12	08/16/12	Action News at 6p	6-630p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WT---				2	\$700.00			
N 9	WOIO	08/19/12	08/19/12	SU Action News at 630p	630-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----S				1	\$500.00			
N 10	WOIO	08/15/12	08/17/12	Action News at 11p	11-1135p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W-F--				2	\$1,000.00			
N 11	WOIO	08/18/12	08/18/12	Lt Sa Action News at 11p	11p-2a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

<u>Contract / Revision</u>	<u>Alt Order #</u>
808241 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/14/12 - 08/20/12	OH US SEN JOSH MAN	2602

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel, J/US Senate/R	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/12	08/19/12	-----S-				1	\$375.00				
N 12	WOIO	08/20/12	08/20/12	Mon Hour 1	8-9p		:30			NM	1	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/12	08/26/12	M-----				1	\$1,300.00				
N 13	WOIO	08/14/12	08/17/12	Action News at 6p	6-630p		:15/:15			BK	2	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/12	08/19/12	-T--F--				2	\$700.00				
N 14	WOIO	08/20/12	08/20/12	Action News at 6p	6-630p		:15/:15			BK	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/12	08/26/12	M-----				1	\$700.00				
N 15	WOIO	08/14/12	08/16/12	Action News at 11p	11-1135p		:15/:15			BK	2	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/12	08/19/12	-T-T---				2	\$1,000.00				
N 16	WOIO	08/14/12	08/16/12	Action News at 6a	6-7a		:15/:15			BK	2	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/12	08/19/12	-T-T---				2	\$125.00				
N 17	WOIO	08/20/12	08/20/12	Action News at 6a	6-7a		:15/:15			BK	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/12	08/26/12	M-----				1	\$125.00				
N 18	WOIO	08/14/12	08/14/12	Price is Right	11a-12p		:15/:15			BK	1	\$525.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/12	08/19/12	-T-----				1	\$525.00				
N 19	WOIO	08/15/12	08/15/12	CBS Soaps	1230-2p		:15/:15			BK	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/12	08/19/12	--W----				1	\$600.00				
N 20	WOIO	08/20/12	08/20/12	CBS Soaps	1230-2p		:15/:15			BK	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/12	08/26/12	M-----				1	\$600.00				
N 21	WOIO	08/16/12	08/16/12	Action News at 4p	4-5p		:15/:15			BK	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/12	08/19/12	---T---				1	\$450.00				
N 22	WOIO	08/15/12	08/15/12	Action News at 5p	5-6p		:15/:15			BK	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/12	08/19/12	--W----				1	\$500.00				
N 23	WOIO	08/19/12	08/19/12	Lt Su Action News at 11p	11p-2a		:15/:15			BK	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/12	08/19/12	-----S				1	\$400.00				
N 24	WOIO	08/20/12	08/20/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/12	08/26/12	M-----				1	\$1,000.00				
Totals											30	\$17,475.00	

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/20/12	30	\$17,475.00	\$14,853.75
<b>Totals</b>	<b>30</b>	<b>\$17,475.00</b>	<b>\$14,853.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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# JOSH MANDEL

808241

Revision #: 0 Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602  
 Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20  
 Product: GENERAL Flight Start Date: 8/14/12 5:00:00 AM  
 Market: Cleveland Flight End Date: 8/20/12 4:59:00 AM

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Days							Total Spots
						Tue 8/14	Wed 8/15	Thu 8/16	Fri 8/17	Sat 8/18	Sun 8/19	Mon 8/20	
WOIO-TV													
86	MTuWThF 6:00a-7:00a ACTN NWS-MORN<	EM	\$125.00	\$106.25	30	0	1	0	1	0	0	0	2
87	MTuWThF 11:00a-12:00p PRICE-RT 1-CBS/PRICE-RT 2-CBS	DT	\$525.00	\$446.25	30	0	0	1	0	0	0	1	2
88	MTuWThF 12:30p-2:00p YOUNG&RESTLESS<	DT	\$600.00	\$510.00	30	0	0	0	1	0	0	0	1
89	MTuWThF 4:00p-5:00p ACTN NWS 1ST@4<	EF	\$450.00	\$382.50	30	1	0	0	0	0	0	0	1
90	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$500.00	\$425.00	30	0	0	0	1	0	0	1	2
91	MTuWThF 6:00p-6:30p ACTN NWS-SIX<	EN	\$700.00	\$595.00	30	0	1	1	0	0	0	0	2
92	Su 6:30p-7:00p NEWS	EN	\$500.00	\$425.00	30	0	0	0	0	0	1	0	1
93	MTuWThF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$1,000.00	\$850.00	30	0	1	0	1	0	0	1	3
94	Sa 11:00p-11:35p NEWS	LN	\$375.00	\$318.75	30	0	0	0	0	1	0	0	1
96	M 8:00p-9:00p HW I-MOTHR-CBS/2BROKE GRL-CBS	PT	\$1,300.00	\$1,105.00	30	0	0	0	0	0	0	1	1
262	MTuWThF 6:00p-6:30p ACTN NWS-SIX<	EN	\$350.00	\$297.50	15	2	0	0	2	0	0	2	6

# JOSH MANDEL

Revision #: 0 Date: 8/13/2012

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 Product: GENERAL Flight Start Date: 8/14/12 5:00:00 AM  
 Market: Cleveland Flight End Date: 8/20/12 4:59:00 AM

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Days							Total Spots
						Tue 8/14	Wed 8/15	Thu 8/16	Fri 8/17	Sat 8/18	Sun 8/19	Mon 8/20	
WOIO-TV													
263	MTuWThF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$500.00	\$425.00	15	2	0	2	0	0	0	0	4
330	MTuWThF 6:00a-7:00a ACTN NWS-MORN<	EM	\$62.50	\$53.13	15	2	0	2	0	0	0	2	6
331	MTuWThF 11:00a-12:00p PRICE-RT 1-CBS/PRICE-RT 2-CBS	DT	\$262.50	\$223.13	15	2	0	0	0	0	0	0	2
332	MTuWThF 12:30p-2:00p YOUNG&RESTLESS<	DT	\$300.00	\$255.00	15	0	2	0	0	0	0	2	4
333	MTuWThF 4:00p-5:00p ACTN NWS 1ST@4<	EF	\$225.00	\$191.25	15	0	0	2	0	0	0	0	2
334	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$250.00	\$212.50	15	0	2	0	0	0	0	0	2
335	Su 11:00p-11:35p NEWS	LN	\$200.00	\$170.00	15	0	0	0	0	0	2	0	2
Total Spots:					9	7	8	6	1	3	10		44
Total Cost:			\$17,475.00	\$14,853.79									
Total													
AUG 12			\$17,475.00	\$14,853.79									



# Summary by Station/System

Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602  
Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20  
Product: GENERAL Flight Start Date: 8/14/12 5:00:00 AM  
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Separation between spots: 30

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	44	\$17,475.00	100%	\$14,853.79	100%
Market Total:	44	\$17,475.00		\$14,853.79	